

Traffic Order#

Printed: 09/18/2012 11:36 AM  
Last Received: 09/18/2012 11:20 AM  
Showing Buylines: All Lines

1 of 3

Station	EKRC-TV CINCINNATI, OH
Advertiser	( ) POLITICAL ISSUE GROU
Product	American Crossroads
Estimate#	1017
Buyer	Noelle Ramsey
Phone#	
Fax#	

**Agency** ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
**Agency C/P1/P2/E** 11/27/1017  
**Flight Dates** 09/19/2012 - 09/27/2012  
**Hiatus Weeks**

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	1	W	130P-2P	LAW AND ORDER CI	:30	\$200.00	09/19-09/19	1 P2	1	1	\$200.00	
	Rating: 1.0											
	2	TH	130P-2P	LAW AND ORDER CI	:30	\$200.00	09/20-09/20	1	1	1	\$200.00	
	Rating: 1.0											
	3	F	130P-2P	LAW AND ORDER CI	:30	\$200.00	09/21-09/21	1	1	1	\$200.00	
	Rating: 1.0											
	4	M	130P-2P	LAW AND ORDER CI	:30	\$200.00	09/24-09/24	1	1	1	\$200.00	
	Rating: 1.0											
	5	TU	130P-2P	LAW AND ORDER CI	:30	\$200.00	09/25-09/25	1	1	1	\$200.00	
	Rating: 1.0											
	6	W	130P-2P	LAW AND ORDER CI	:30	\$200.00	09/26-09/26	1	1	1	\$200.00	
	Rating: 1.0											
	7	TH	130P-2P	LAW AND ORDER CI	:30	\$200.00	09/27-09/27	1	1	1	\$200.00	
	Rating: 1.0											
	8	W	10P-1035P	LOCAL NEWS AT 10P	:30	\$375.00	09/19-09/19	1 P2	1	1	\$375.00	
	Rating: 0.9											

Rep Order# 9821527 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 09/18/2012 11:36 AM  
Last Received: 09/18/2012 11:20 AM  
Showing Buylines: All Lines

2 of 3

Station EKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product American Crossroads  
Estimate# 1017  
Buyer Noelle Ramsey  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/1017  
Flight Dates 09/19/2012 - 09/27/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	9	TH	10P-1035P	LOCAL NEWS AT 10P	:30	\$375.00	09/20-09/20	1	1	1	\$375.00	
	Rating: 0.9											
	10	F	10P-1035P	LOCAL NEWS AT 10P	:30	\$375.00	09/21-09/21	1	1	1	\$375.00	
	Rating: 0.9											
	11	SA	10P-1035P	LOCAL NEWS AT 10P	:30	\$375.00	09/22-09/22	1	1	1	\$375.00	
	Rating: 0.9											
	12	SU	10P-1035P	LOCAL NEWS AT 10P	:30	\$375.00	09/23-09/23	1	1	1	\$375.00	
	Rating: 0.9											
	13	M	10P-1035P	LOCAL NEWS AT 10P	:30	\$375.00	09/24-09/24	1	1	1	\$375.00	
	Rating: 0.9											
	14	TU	10P-1035P	LOCAL NEWS AT 10P	:30	\$375.00	09/25-09/25	1	1	1	\$375.00	
	Rating: 0.9											
	15	W	10P-1035P	LOCAL NEWS AT 10P	:30	\$375.00	09/26-09/26	1	1	1	\$375.00	
	Rating: 0.9											
	16	TH	10P-1035P	LOCAL NEWS AT 10P	:30	\$375.00	09/27-09/27	1	1	1	\$375.00	
	Rating: 0.9											

---REPORT TOTALS---

Report Totals: 16 / \$4,775.00

---SALES MONTHLY TOTALS---

Sep 12: 16 / \$4,775.00

Rep Order# 9821527 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 09/18/2012 11:36 AM  
Last Received: 09/18/2012 11:20 AM  
Showing Buylines: All Lines

3 of 3

Station EKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product American Crossroads  
Estimate# 1017  
Buyer Noelle Ramsey  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 11/27/1017  
Flight Dates 09/19/2012 - 09/27/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Sales Totals: 16 / \$4,775.00

Station Totals: 16 / \$4,775.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$151,587

CABL	0%	EKRC	3%	UNKN	0%	WBQC	0%	WCPO	19%
WKRC	29%	WLWT	24%	WSTR	3%	WXIX	19%		

Books null  
Demos RA35+

# Spot Manager: All, 09/19/12-09/27/12



Date	We	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
<b>Advertiser: American Crossroads</b>												
<b>Agency: Crossroads Media</b>												
<b>Station: EKRC-TV</b>												
<b>Order: 57394</b>												
<b>Line: 1</b>												
09/19/12 day		2:09:39 PM	:30	\$200.00		M-F 1p-2p	(1:30:00 PM-2:00:00 PM)	American Crossroads	1017	P-2	1	MWASH
				\$200.00							1	
<b>Line: 2</b>												
09/20/12 day		1:19:48 PM	:30	\$200.00		M-F 1p-2p	(1:30:00 PM-2:00:00 PM)	American Crossroads	1017	P-2	1	MWASH
				\$200.00							1	
<b>Line: 3</b>												
09/21/12 day			:30	\$200.00		M-F 1p-2p	(1:30:00 PM-2:00:00 PM)	American Crossroads	1017	P-2	1	MWASH
				\$200.00							1	
<b>Line: 4</b>												
09/24/12 day			:30	\$200.00		M-F 1p-2p	(1:30:00 PM-2:00:00 PM)	American Crossroads	1017	P-2	1	MWASH
				\$200.00							1	
<b>Line: 5</b>												
09/25/12 day			:30	\$200.00		M-F 1p-2p	(1:30:00 PM-2:00:00 PM)	American Crossroads	1017	P-2	1	MWASH
				\$200.00							1	
<b>Line: 6</b>												
09/26/12 day			:30	\$200.00		M-F 1p-2p	(1:30:00 PM-2:00:00 PM)	American Crossroads	1017	P-2	1	MWASH
				\$200.00							1	
<b>Line: 7</b>												
09/27/12 day			:30	\$200.00		M-F 1p-2p	(1:30:00 PM-2:00:00 PM)	American Crossroads	1017	P-2	1	MWASH
				\$200.00							1	
<b>Line: 8</b>												
09/19/12 day		10:15:52 PM	:30	\$375.00		M-F 10p Local 12 News 10p-1035p		American Crossroads	1017	P-2	1	MWASH
				\$375.00							1	
<b>Line: 9</b>												
09/20/12 day		10:24:18 PM	:30	\$375.00		M-F 10p Local 12 News 10p-1035p		American Crossroads	1017	P-2	1	MWASH
				\$375.00							1	
<b>Line: 10</b>												
09/21/12 day			:30	\$375.00		M-F 10p Local 12 News 10p-1035p		American Crossroads	1017	P-2	1	MWASH
				\$375.00							1	
<b>Line: 11</b>												
09/22/12 day			:30	\$375.00		M-Su 10p Local 12 News 10p-1035p		American Crossroads	1017	P-2	1	MWASH
				\$375.00							1	
<b>Line: 12</b>												
09/23/12 day			:30	\$375.00		M-Su 10p Local 12 News 10p-1035p		American Crossroads	1017	P-2	1	MWASH
				\$375.00							1	
<b>Line: 13</b>												
09/24/12 day			:30	\$375.00		M-F 10p Local 12 News 10p-1035p		American Crossroads	1017	P-2	1	MWASH

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 09/19/12-09/27/12



Date	Week	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
------	------	----------	--------	------	-------	--------------------	-------------	---------------------------	------------	----------	--------	----

Advertiser: American Crossroads

Agency: Crossroads Media

Station: EKRC-TV

Order: 57394

Line: 13

				\$375.00							1	
--	--	--	--	----------	--	--	--	--	--	--	---	--

Line: 14

09/25/12	day	:30	\$375.00	M-F 10p Local 12 News 10p-1035p				American Crossroads	1017	P-2	1	MWASH
----------	-----	-----	----------	---------------------------------	--	--	--	---------------------	------	-----	---	-------

			\$375.00								1	
--	--	--	----------	--	--	--	--	--	--	--	---	--

Line: 15

09/26/12	day	:30	\$375.00	M-F 10p Local 12 News 10p-1035p				American Crossroads	1017	P-2	1	MWASH
----------	-----	-----	----------	---------------------------------	--	--	--	---------------------	------	-----	---	-------

			\$375.00								1	
--	--	--	----------	--	--	--	--	--	--	--	---	--

Line: 16

09/27/12	day	:30	\$375.00	M-F 10p Local 12 News 10p-1035p				American Crossroads	1017	P-2	1	MWASH
----------	-----	-----	----------	---------------------------------	--	--	--	---------------------	------	-----	---	-------

			\$375.00								1	
--	--	--	----------	--	--	--	--	--	--	--	---	--

			\$4,775.00								16	
--	--	--	------------	--	--	--	--	--	--	--	----	--

			\$4,775.00								16	
--	--	--	------------	--	--	--	--	--	--	--	----	--

			\$4,775.00								16	
--	--	--	------------	--	--	--	--	--	--	--	----	--

			\$4,775.00								16	
--	--	--	------------	--	--	--	--	--	--	--	----	--

			\$4,775.00								16	
--	--	--	------------	--	--	--	--	--	--	--	----	--

[Filtered by: ] [Sorted by: Station]